

PROJECT CLOSING REPORT – *Artisan Market Trials*

1. OVERVIEW

The project was for BTT to support the Market Company in running two trial markets with a view to establishing a regular monthly market throughout most of the year in Buxton. The form of the support that BTT was to provide was to help communicate the messages about the market to the retailers and residents in the community and to participate in surveys in order to evaluate the success of the trials.

2. DETAIL OF WHAT TOOK PLACE

The market company ran two trials in June and July in Spring Gardens and Market Place and then ran a further market in each location in August and September while the two trials were assessed.

The University undertook surveys for BTT to assess the effects of the two trials. As a result of the surveys BTT concluded that there was support from all sections of the community for the Artisan Market to continue in Buxton. The surveys identified some pros and cons of each location. However the finding that holding the market in Spring Gardens could damage businesses in Market Place led BTT to recommend to the council that the Artisan Market should continue in Market Place for another year.

Artisan Markets were held each month in Market Place through to December (although October was cancelled due to the weather).

BTT measured footfall in the Market Place and Spring Gardens on Artisan Market days and other Saturdays in the period October to December.

Difficulties in retaining market traders caused the Market Company to decide not to continue running Artisan Markets in the Market Place.

3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were to:

Aim	
Subject to confirmation of benefits and resolution of issues, to install a regular Artisan Market which will serve to increase the attraction of the retail area of Buxton to locals and visitors and thus increase the footfall in those areas.	The benefits were confirmed and the Market Company ran Markets for several months drawing increased footfall in Higher Buxton. Eventually the Market Company decided not to continue in Higher Buxton.
Bring benefits to the town by creating diverse shopping opportunities and raise the profile of the BTT.	The markets were popular and created a buzz in town with additional footfall in Higher Buxton. The markets added to the positive view of BTT in Buxton.
Identify the best location for the market.	The trials led to the conclusion that the Market Place was the better location because it created a buzz in the town without damaging any businesses. Later experience of operating in Market place created a feeling amongst the traders that they needed to be in Spring Gardens
Identify and resolve issues relating to the operation of the Artisan Market in Buxton.	

The measurable success criteria of the project were as follows:

Success Criteria	
For the 2 trials:	
<ul style="list-style-type: none"> Surveys show a substantial excess of satisfaction over dissatisfaction among each of existing retailers, artisan market traders, residents in the vicinity of the market, Buxton residents going to the market, visitors going to the market 	<ul style="list-style-type: none"> The surveys showed support for the Artisan Market in all the groups surveyed.
<ul style="list-style-type: none"> Assessment of footfall shows increase due to Artisan Market 	<ul style="list-style-type: none"> The footfall counts showed a large increase in footfall in the Market Place when the Artisan Market was held there. The footfall in Spring gardens remained steady.
<ul style="list-style-type: none"> Any issues related to location or operation of the market are identified. 	<ul style="list-style-type: none"> The surveys of the two trails showed equal support for both sites from traders and customers. Spring Gardens retailers were split for or against each site. Higher Buxton businesses reported that their business suffered significantly when the markets were held in Spring Gardens
For the longer term (after 2 trials):	
<ul style="list-style-type: none"> Provided that the trials confirm benefits to Buxton and that issues raised by the trials are properly addressed, the Artisan Market becomes a regular monthly feature of Buxton. 	<ul style="list-style-type: none"> The Artisan Market continued for several months but has not become a permanent addition. A successful BTT bid to run the regular market would include a similar specialist market.
<ul style="list-style-type: none"> Footfall is increased in all the town centre trading areas 	<ul style="list-style-type: none"> Measurements showed that when the market was held in Higher Buxton the footfall was more than double the footfall on previous or following Saturday. Footfall in Spring gardens was similar to other Saturdays.

4. ANY FURTHER BENEFITS

The project team has learned a number of lessons about marketing and running a market in general and in Buxton in particular. We have built up a number of additional contacts with market traders. Both aspects will be useful if BTT's bid to run the regular market is successful.

5. COSTS

Project expenditure against budget was as follows:

EXPENDITURE		
	Budget	Actual
Stationery	100.00	12.99
Total	£	£
Net Expenditure	£ 100.00	12.99

INCOME		
	Budget	Actual
Total	£	£
Surplus		£

6. LEARNING POINTS FOR THE FUTURE

If BTT is successful in its bid to run regular markets in the Market place it will be important that actions are taken to improve awareness of the market in Higher Buxton and to encourage to go up the hill. It will also be important to reassure potential traders about the weather and footfall in the Market Place.

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